**For Immediate Release**
Tuesday, August 23, 2011

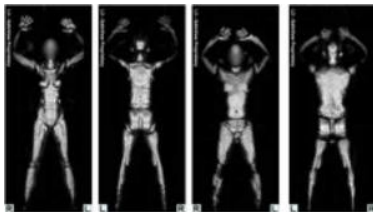## TSA DEBUTS ADVANCED IMAGING DEVICE AT GREATER ROCHESTER INTERNATIONAL AIRPORT

*Airport First in NYS to Receive New Software; Enhances Passenger Privacy and Comfort*

Monroe County Executive **Maggie Brooks** today announced that the Transportation Security Administration (TSA) has selected the Greater Rochester International Airport (GRIA) as the first airport in New York State to debut the installation of new software for the Advanced Imaging Technology (AIT) machine located in the Central Security Checkpoint. The upgrade eliminates passenger specific images, which in the past have caused passenger concerns about privacy.
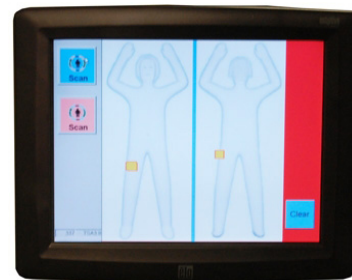
*"Monroe County's collaborative partnership with TSA has allowed, once again, for the Greater Rochester International Airport to debut the latest in passenger screening and safety technologies,"* said **Brooks**. *"Passenger safety is always the overall top priority at our Airport, and the new Millimeter Wave Technology promises to keep passengers safe while simultaneously promoting comfort and privacy for local travelers and their families."*

The new software, known as Automatic Target Recognition (ATR), detects items that could pose a threat using a generic avatar image for all passengers. In the past, millimeter wave detection used the actual image of the individual being screened; viewed by screeners at a remote location. The new software increases privacy protection and should increase efficiency of screening and decrease passenger wait time.

A comparison of millimeter wave images pre-software installation, compared to the avatar image with the new software is below:



*OLD Millimeter Wave Image*



*NEW Millimeter Wave Image*

TSA will be installing this new software on all AIT machines across the nation. For more information please visit www.tsa.gov/ait.

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